



165704

Alt Order #: 06848537

Product Desc: NRCC IE 2012

Estimate: 2961

Flight Dates: 10/12/12 - 10/18/12

Original Date / Rev: 08/30/12 / 08/30/12

Order Type: GENERAL

Primary AE: Anije Brady

Sales Office: P-PHL

Sales Region: National

KSTP-TV, LLC and KSAX-TV

Name:

National Media Research Planning & F

Buying Contact:

Billing Contact:

815 Slaters Ln

Alexandria, VA 22314-1219

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Name:

NRCC (Rep) National Republican Cong

Demographic: A35+

Product Codes:

Priority:

Revenue Codes: AGY, POL, ISS

New Business Thru: 10/14/11

Order Separation: 00:00:00

Advertiser External ID:

Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	37	\$37,450.00	\$31,832.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$37,450.00	\$31,832.50	98.50
Totals	37	\$37,450.00	\$31,832.50	98.50

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjie Brady			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	24%	\$37,450.00
Market	100%	\$156,041.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	19%	\$29,647.92
KMSP	10%	\$15,604.17
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	45%	\$70,218.75
WFTC	2%	\$3,120.83

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/12/12	10/12/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	----F--	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/08/12	10/14/12	----F--		1		\$500.00		2.40					
E 2	M	10/15/12	10/15/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	M	10/15/12	10/15/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	M-----	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$500.00		2.40			
E 3	M	10/16/12	10/16/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	-T-----	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$500.00		2.40			
E 4	M	10/17/12	10/17/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	--W----	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$500.00		2.40			
E 5	M	10/18/12	10/18/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	---T---	:30	1	\$500.00	1	2.40	NM	1	\$500.00
5 EW NWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$500.00		2.40			
E 6	M	10/12/12	10/12/12	M-F GMA M-F GMA	CM	7-9a	----F--	:30	1	\$450.00	1	1.70	NM	1	\$450.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$450.00		1.70			
E 7	M	10/15/12	10/15/12	M-F GMA M-F GMA	CM	7-9a	M-----	:30	1	\$450.00	1	1.70	NM	1	\$450.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$450.00		1.70			
E 8	M	10/16/12	10/16/12	M-F GMA M-F GMA	CM	7-9a	-T-----	:30	1	\$450.00	1	1.70	NM	1	\$450.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$450.00		1.70			
E 9	M	10/17/12	10/17/12	M-F GMA M-F GMA	CM	7-9a	--W----	:30	1	\$450.00	1	1.70	NM	1	\$450.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$450.00		1.70			
E 10	M	10/18/12	10/18/12	M-F GMA M-F GMA	CM	7-9a	---T---	:30	1	\$450.00	1	1.70	NM	1	\$450.00
GD MRN AMR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$450.00		1.70			
E 11	M	10/14/12	10/14/12	SU GMA Su GMA	CM	7-8a	-----S	:30	1	\$700.00	1	3.80	NM	1	\$700.00
GD MRN-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$700.00		3.80			
E 12	M	10/14/12	10/14/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$550.00	1	3.70	NM	1	\$550.00
5 EW NW-SU 8AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$550.00		3.70			
E 13	M	10/15/12	10/15/12	M-F Midday News M-F Midday News	CM	11a-12p	M-----	:30	1	\$350.00	1	1.40	NM	1	\$350.00
5 EW NWS 11AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$350.00		1.40			
E 14	M	10/17/12	10/17/12		CM	11a-12p	--W----	:30	1	\$350.00	1	1.40	NM	1	\$350.00

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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Midday News										
				M-F Midday News										
				5 EW NWS 11AM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$350.00		1.40			
E 15	M	10/12/12	10/12/12	M-F 6-630p	CM	6-630p								
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$1,000.00		2.50			
E 16	M	10/15/12	10/15/12	M-F 6-630p	CM	6-630p								
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,000.00		2.50			
E 17	M	10/16/12	10/16/12	M-F 6-630p	CM	6-630p								
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,000.00		2.50			
E 18	M	10/17/12	10/17/12	M-F 6-630p	CM	6-630p								
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,000.00		2.50			
E 19	M	10/18/12	10/18/12	M-F 6-630p	CM	6-630p								
				M-F 6-630p										
				5 EW NW 6P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,000.00		2.50			
E 20	M	10/14/12	10/14/12	Su 530-6p	CM	530-6p								
				Su 530-6p News										
				5 EW NWS E-SUN										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$900.00		3.70			
E 21	M	10/12/12	10/12/12	M-F 630-7p	CM	630-7p								
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$1,000.00		2.40			
E 22	M	10/15/12	10/15/12	M-F 630-7p	CM	630-7p								
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,000.00		2.40			
E 23	M	10/16/12	10/16/12	M-F 630-7p	CM	630-7p								
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----				1	\$1,000.00		2.40			
E 24	M	10/17/12	10/17/12	M-F 630-7p	CM	630-7p								
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----				1	\$1,000.00		2.40			
E 25	M	10/18/12	10/18/12	M-F 630-7p	CM	630-7p								
				M-F 630-7p										
				5 EW NW630P MF										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---				1	\$1,000.00		2.40			
E 26	M	10/13/12	10/13/12		CM	630-1030p								

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				630-1030p Sprint Cup Ra											
				NASCAR Sprint Cup											
				NASCAR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$2,000.00			3.20			
E 27	M	10/14/12	10/14/12	Sunday Prime A	CM	6-7p	-----S	:30	1	\$3,500.00	3	6.40	NM	1	\$3,500.00
				America's Funniest Home Videc											
				AMR-VIDEOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$3,500.00			6.40			
E 28	M	10/12/12	10/12/12	M-F,Su Late News	CM	10-1035p	----F--	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				M-F, Su 10-1035p		(10:00 PM-10:35 PM)									
				5 EW NWS 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1			\$2,300.00			3.60			
E 29	M	10/15/12	10/15/12	M-F,Su Late News	CM	10-1035p	M-----	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				M-F, Su 10-1035p											
				5 EW NWS 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1			\$2,300.00			3.60			
E 30	M	10/16/12	10/16/12	M-F,Su Late News	CM	10-1035p	-T-----	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				M-F, Su 10-1035p											
				5 EW NWS 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1			\$2,300.00			3.60			
E 31	M	10/17/12	10/17/12	M-F,Su Late News	CM	10-1035p	--W----	:30	1	\$2,300.00	1	3.60	NM	1	\$2,300.00
				M-F, Su 10-1035p											
				5 EW NWS 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$2,300.00			3.60			
E 32	M	10/13/12	10/13/12	Lt News Delay ABC Spo	CM	1030-1105p	-----S-	:30	1	\$750.00	2	3.30	NM	1	\$750.00
				Late News Delayed											
				NWS FOLO FTBL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1			\$750.00			3.30			
E 33	M	10/14/12	10/14/12	Su Late News	CM	10-1035p	-----S	:30	1	\$1,800.00	2	4.40	NM	1	\$1,800.00
				Su 10-1035p											
				5 EW NWS 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$1,800.00			4.40			
E 34	M	10/12/12	10/12/12	M-F 1035-1102p	CM	1035-1102p	----F--	:30	1	\$750.00	3	2.00	NM	1	\$750.00
				Nightline											
				ABC-NITELINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1			\$750.00			2.00			
E 35	M	10/15/12	10/15/12	M-F 1035-1102p	CM	1035-1102p	M-----	:30	1	\$750.00	3	2.00	NM	1	\$750.00
				Nightline											
				ABC-NITELINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1			\$750.00			2.00			
E 36	M	10/17/12	10/17/12	M-F 1035-1102p	CM	1035-1102p	--W----	:30	1	\$750.00	3	2.00	NM	1	\$750.00
				Nightline		(10:35 PM-11:05 PM)									
				ABC-NITELINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----		1			\$750.00			2.00			
E 37	M	10/14/12	10/14/12	Su 1105-1135p	CM	1105-1135p	-----S	:30	1	\$350.00	1	1.80	NM	1	\$350.00
				Sun 1105-1135p											
				ON RD-J DAVIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1			\$350.00			1.80			
												Totals		37	\$37,450.00